

# January

Magic Lantern Society  
of the United States and Canada



LOOK for those Buttons and roll-over effects

## In This Issue

### Contents

<b>Magic Lantern Calendar – January 2023 .....</b>	<b>2</b>
<b>Lantern Slides Resource for Mazda Lamp Advertising .....</b>	<b>4</b>
<b>Harbor History Museum featuring Curtis's "Picture Opera" .....</b>	<b>5</b>
<b>Some Memories of Lovely Alice .....</b>	<b>7</b>
<b>Winters Seen Through Lantern Slides .....</b>	<b>8-10</b>
<b>And The Close-Up Look at Winter....</b>	<b>11</b>
<b>And the Year Was 1920.....</b>	<b>12</b>

*Click slide to see additional Announcement slides*



## The Magic Lantern Calendar – January 2023

### Events

Jan. 21, 2023, *Magic Lantern Society (UK) Annual General Meeting*, London, UK.

Feb. 12, 2023, *Phantasmagoria Magic Lantern Show* by Brett King, at Steampunk Atlanta, Marriott Atlanta Northeast-Emory, 2000 Century Blvd NE, Atlanta, GA.

Mar. 2, 2023, *Fred T Jane Magic Lantern Show*, an illustrated talk by Richard Brooks about Fred T Jane, inventor of “All the World’s Fighting Ships,” Emsworth Community Centre, North Street, Emsworth, PO10 7DD, UK.

### Exhibits

Through Dec. 2026, *The Story of the Moving Image*, includes shadow puppets, Victorian-era magic lanterns, original cameras and more, Australian Centre for the Moving Image, Fed Square, Melbourne, Australia <https://www.acmi.net.au/whats-on/story-of-the-moving-image-exhibition/>.

Ongoing, *The Path to Cinema: Highlights from the Richard Balzer Collection*, Academy Museum of Motion Pictures, Los Angeles CA USA. 9,000 magic lantern objects collected by former MLS president Richard Balzer. <https://www.academymuseum.org/en/exhibitions/path-to-cinema>

Ongoing, *From Shadows to Film...and all the magic in between!* Kent Museum of the Moving Image, Stanhope Road, Deal, Kent CT14 6AD UK <https://www.kentmomi.org/>

**continued next page**

## The Magic Lantern Calendar – January 2023 continued

### Online

***Magic Lantern Performing Group***, Improve your skills every other Thursday on Zoom. Contact Terry Borton: [tborton@magiclanternshows.com](mailto:tborton@magiclanternshows.com)

***De Luikerwaal Dutch Virtual Museum***, <https://www.luikerwaal.com/> *Magic lantern history, pictures, stories.*

***Lucerna – the Magic Lantern Web Resource***, online database collaboration covering all aspects of magic lanterns. <http://lucerna.exeter.ac.uk/>

***Lantern Slides of the Open Spaces Society***, The Museum of English Rural Life. 1000 lantern slides from the early 20th century. <https://merl.reading.ac.uk/explore/online-exhibitions/lantern-slides-of-the-open-spaces-society/>

***The Museum of American Magic Lantern Shows***, 5-minute intro, 10-minute Highlights Tour, 30-minute In-Depth Tour and Kids' Page. [www.magiclanternmuseum.com](http://www.magiclanternmuseum.com)

***Life Through the Lens***, online exhibit by the Royal Albert Memorial Museum & Art Gallery, <https://artsandculture.google.com/story/life-through-the-lens/eAJSnVyn4BS2Jw>

***In focus: the development of photography, film, and television***, online exhibit from the Deutsches Museum from the magic lantern to cell-phone photos. <https://artsandculture.google.com/exhibit/in-focus-the-development-of-photography-film-and-television/LQKiQVxr8yRwJA>

***Photo-Drama of Creation Museum***, 3D Virtual Museum & Theater, live performances for groups through an innovative videoconferencing system, <https://pdocmuseum.org>

To add your magic lantern show, exhibition, or other event to our calendar, or to list your show for potential bookings, drop a line to [briandrogers@gmail.com](mailto:briandrogers@gmail.com).

## Lantern Slides: A Resource for Mazda Lamp Advertising



### National Mazda Stimulator : Vol. 4 1915

by National Lamp Works; General Electric Co.



Reading National MAZDA Ad in the Post

Reading Your Ad in the Newspaper

#### Where Is Your Biggest Lamp Market?

**W**HAT class of customers uses the most lamps in your community? It's a pretty important question to you readers who want to stimulate your sales. We believe we can answer the question, for we recently conducted an investigation which indicates that 60 per cent of the lamps sold in the United States are used **in residences**.

Since 60 per cent of the lamps sold are used in the homes, the simple conclusion is that 60 per cent of **your** lamp business (if you are a typical distributor) is ultimately transacted **over a retail counter**. How do you reach this trade? Do you wait for it to come to you or do you reach out after it?

You do not "kid yourself" that National MAZDA lamps are used in all of the residences that use electric light, do you? Investigation shows that there are still **four carbon lamps to every MAZDA** in the average American home. Don't you think that the number of MAZDA lamps in homes in your city could be greatly increased if you were to supply, by advertising, the final link in the "buying chain" that should connect the householder with your place of business?

For illustration, L. J. Brown, Sunbeam Booster with the Western Electric Company, San Francisco, says:

"It was a little over a year ago that we interested one agent in stimulating MAZDA lamp orders in outlying residential portions of this town. Here was a wonderful opportunity, and in no length of time carbon lamps were rapidly replaced by the efficient MAZDAS."

You could reach the residential business by going to the houses and soliciting the business and no doubt you could get it. But why not talk to many prospects at once instead of one at a time? How can you do it? Through your local



Your Ad on the Screen at the Movies

Then More Mazda Lamps go into the Home

newspapers—which reach the very people you want for an audience for your lamp story that connects you with the nation-wide advertising done in *The Saturday Evening Post* and other magazines. You can use lantern slides too—they are effective in the residence districts, for the whole family goes to the movies. Your display window also talks to many at once. The point is, reach the real consumers, the 60 per cent class, with your story, and watch your sales grow.

#### How to Reach Your Biggest Lamp Market

**T**HE fame of National MAZDA lamps will be heralded throughout the United States during September, October, November and December in over nine million copies of four leading national weekly and monthly periodicals. These publications, *The Saturday Evening Post*, *McClure's*, *Literary Digest* and *American Magazine* reach practically the entire lamp market of this country and cover **most effectively that 60 per cent portion of the field—the residences where electric light is used**.

Will you benefit by this great National advertising force? You will benefit only as you connect up with it—only as you supply your own link in the MAZDA buying chain.

Connect your business with the name National MAZDA by ads in your local newspaper. Tell the people who pass your window that you sell National MAZDAS, by keeping up a good MAZDA display, one that connects you with the big ads in the magazines. Use the *Saturday Evening Post* trims.

Bring your name and National MAZDA together before the lamp buyers at the moving picture shows—use lantern slides—they are effective. To get results, it is vital that you combine your efforts with the great nation-wide plan to tell the people about National MAZDA. Are you ready?



## Harbor History Museum featuring Curtis's "Picture Opera"



**4121 HARBORVIEW DR, GIG HARBOR, WA 98332**

<https://harborhistorymuseum.org/programs-exhibits#/rotating-exhibit>

### **Tinted Light: Edward Curtis's Picture Opera**

**November, 2022 - February, 2023**



This very special exhibition features images made from the hand-tinted slides created by photographer Edward Curtis to promote his life work, the 20-volume North American Indian. Curtis was a

Seattle-based photographer most known for his striking portraits of indigenous peoples. His photography and ethnographical team's research led to a massive

record of numerous tribes throughout the North American continent. Few people know that Curtis did not get paid for his work, aside from

what he could raise via subscriptions. His 1910-1912 "picture opera" was designed to give a glimpse into the project and secure would-be subscribers. Today, these slides remain some of the only colorized versions of Curtis's noted black and white images.

On loan from a private collector, this rare, one-of-a-kind exhibit is both vibrant and moving in its depictions of Native leaders, artists, and individuals.

#### **From Robert Winqvist**

Hi Larry,

We have an exhibit set up at the Harbor History Museum featuring Curtis's "Picture Opera" with enlargements of his lantern slides. They are planning an evening with the Curtis descendants to discuss this and more. I think there will be a panel discussion and it would be great if you could join us and share your expertise. Tentative dates are January 17,18. The museum managing director will make all the final decisions and I will keep you posted.

Hope to see you,  
Bob

**continued next page  
more of the Curtis family  
connection to lantern slides**

## More Lantern Slides by Member of Curtis Family

### FOUND IN THE ARCHIVES

Vintage View: 1920s Pacific Northwest

February 4, 2012  
RICH REMSBERG

When Johnson and Ellen Sheriff Curtis moved their family from Minnesota to Seattle in 1887, two of their teenage sons developed a burgeoning interest in photography.



<https://www.npr.org/sections/pictureshow/2012/02/04/146282350/vintage-view-1920s-pacific-northwest-in-color>

### The Picture Show PHOTO STORIES FROM NPR



Forest ranger cabin in the Olympic National Forest



**A hand-colored lantern slide of Red Delicious apples**  
Asahel Curtis/Washington State Archives

Asahel Curtis and his camera at a roadhouse, on the White Pass or Skagway Trail, circa 1887  
University of Washington Libraries

One of them, Edward Curtis, would go on to become famous for his photographs of Native Americans. But his brother, Asahel Curtis, who worked to less acclaim as a commercial photographer in Seattle, also left behind a remarkable body of work.



## Some Memories of Lovely Alice

### From Shel Izen

kingboreas@comcast.net

Shortly after moving to Seattle in 1975, I noticed in a Bumbershoot guide there was going to be a real Magic Lantern Show. I attended and was totally charmed. It was put on by Bob Bishop. A lady played the piano too. [Who was the lady?]

Several months later, I hired Bob to give a lantern show in a large old home in the capital hill area of Seattle.

Everyone enjoyed the show. I remember that after the show, he hung around and partied with us. I thought that was pretty cool. He also asked me to carry the Lantern. That action warmed my heart.

Fast forward 20 years. I found a magic lantern at Hunter's Antiques. I would need some slides to go with it and remembered Bob Bishop.

I called him up. We spoke for awhile, and I shared with him my desire for lantern slides. He told me about Alice Koch, whose



husband had died recently and she may be selling some lantern slides.

I phoned her and introduced myself. She invited me over to look at slides. She was very friendly. While I looked at some

slides in her basement, she called down to me to come up. At the kitchen table she had set a very sweet lunch. A sandwich and soup.

We sat down and had a lovely repast together. I bought several slides. I even remember when you all went to look at lantern slides and have a meeting.

We became fast friends. I would have to say that she was the most alive and engaged person of that age I had ever met. We were pals.

We would hang out together. We went to the doll museum once too. I would often pick her up at Lakeside, where she lived, and we would drive together to lantern meetings.

She was cool. And our friendship enriched my life, as she enriched the lives of everyone she met.

I want to share the following to hopefully provide some comfort:

“Take him and cut him out in little stars,

And he will make the face of heaven so fine,

That all the world will be in love with Night, and pay no worship to the garish Sun...”

Juliet, in William Shakespeare's ROMEO AND JULIET, Act 3, Scene 2

I hope this finds you all well,

Shel

**Please Share  
any memories  
you have of  
Alice**

## Winters Seen Through Lantern Slides



From <https://movingimage.us/collection/artifact-nanookslide/>

PREVIEW SLIDE, NANOOK OF THE NORTH, 1922

The slide depicts a woman resting against a seated man. Both are dressed in fur. Produced by / Robert J. Flaherty, / F.R.G.S.”

Pathe; Excelsior Illustrating Co. Inc.



From <https://mohai.org/collections-and-research/#order-photos>

Fifth & Pike in snow, Seattle, Feb. 2, 1916  
Photographer Curtis, Asahel, 1874-1931



Caption on border:  
Asahel Curtis,  
Commercial  
Photographer, 625  
Colman Block,  
Seattle.

Handwritten on  
mount: Snowfall -  
Feb 2 1916 - 5th &  
Pike.

From

<https://digitalcollections.lib.washington.edu/digital/collection/social/id/12773/rec/402>



Digital Collections



Two women in dresses and long coats on skis at Heather Meadows, Mount Baker, probably 1935  
Hand-colored.

Handwritten caption on slide:  
Special ski clothes not necessary at Heather Meadows. Fromme.  
Handwritten on original sleeve:  
Elderly skiers at Heather meadows, Mt. Baker. Photo by Rudo L. Fromme. Fromme - Cascades.

continued next page



## More Winters Seen Through Lantern Slides



SCIENCE  
MUSEUM  
GROUP

COLLECTION From

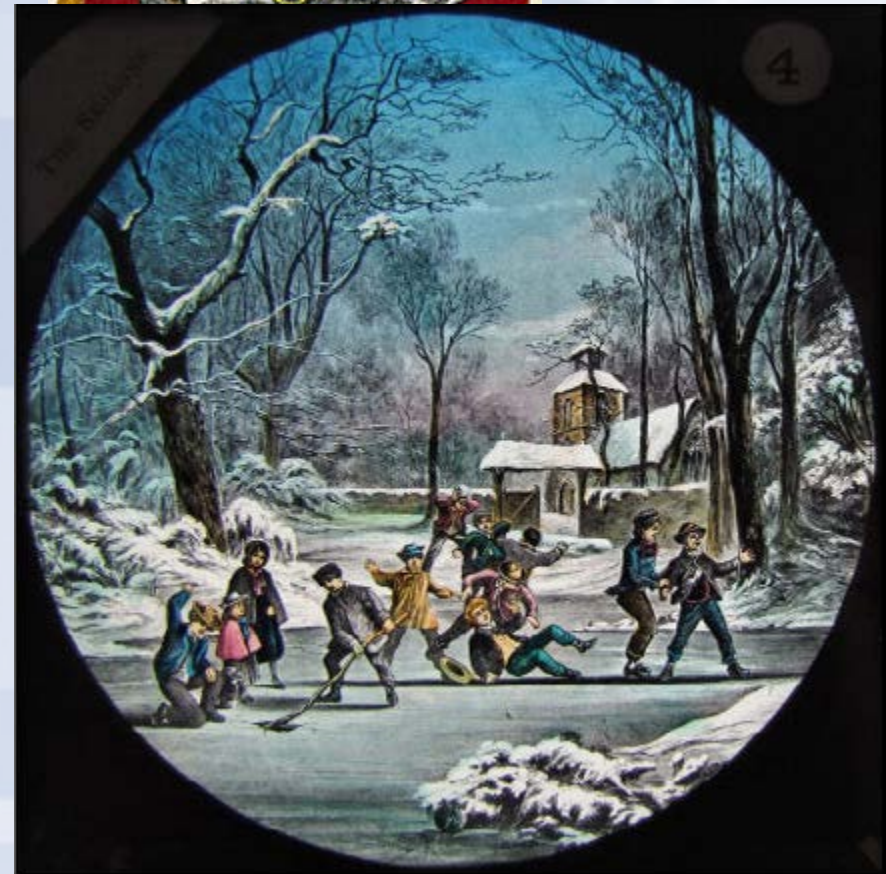
<https://collection.sciencemuseumgroup.org.uk/objects/co8228688/magic-lantern-slide-snow-scene-lantern-slide>

Magic lantern slide: Snow scene  
MADE: 1800-1899  
MAKER: Newton and Company Limited



From

[https://www.luikerwaal.com/newframe\\_uk.htm?/zomaarmooi01\\_uk.htm](https://www.luikerwaal.com/newframe_uk.htm?/zomaarmooi01_uk.htm)



The Seasons. #4. Ice skating.

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## More Winters Seen Through Lantern Slides



From

<https://blog.imagesmusicales.be/excelsior-by-longfellow-a-tale-of-hubris/>

Excelsior was also illustrated for the magic lantern. We found the images of the slides hereunder on Laterna magica's website. The projection of slides during a singing performance led to a new, often lucrative business of producing these illustrated songs (1).

These slides were remarkable because they were handcoloured photographs made of real life models and decors constructed in a studio. These slides immediately preceded cinema.



From Ron Easterday



Perfect for January 7th!

continued next page

## And The Close-Up Look at Winter



In 1898, a professor at the University of Vermont heard about Bentley's work and helped him publish an article in Popular Scientific Monthly. Bentley wrote that, based on his observations, no two snowflakes are alike—a shockingly new idea at the time, which prompted vehement responses in other major journals.

He kept studying—recording data on raindrops, dew, frost, and clouds—and writing, contributing articles to magazines such as National Geographic and scientific studies to Monthly Weather Review. His ideas anticipated key concepts in meteorology, though he received very little recognition during his lifetime.

Bentley sold slides of his photographs to colleges and universities, and the images became popular with engravers, textile designers and jewelers, who used them as a model for cutting gems.



### In 2010

Magic Lantern Reveals Mysteries of Snow Flakes

The Coeur d'Alene Public Library will host a Magic Lantern Show Wednesday, Nov. 17, at 7 p.m. with a program that will feature the world of snow flake crystals.

Presented by Shel Izen using his vintage lantern projector and antique slides from the Walter A. Bentley collection of crystals.

From

Artsy Editorial

Jan 13, 2017 7:21AM

<https://www.artsy.net/article/artsy-editorial-artist-led-organization-supporting-ceramic-artists-color>





## A Big Thank You to the following:

contributing to this months issue.

Ron Easterday  
Shel Izen  
Robert Winquist

## Now it's your turn to share!

Do you have a favorite site or a  
collection of images you would like to  
share with the rest of the society?

**E-mail Larry**



January 24, 1920

THE MOVING PICTURE WORLD

643

Good-bye delayed slides!

Good-bye broken slides!

Good-bye dirty looking, blurred, illegible slides!

There is something new on the screen—it's the new celluloid unbreakable slide. Just as rapidly as we can increase our capacity Producers are adopting the new Fine-Art Celluloid Unbreakable Slides in place of the uncertain, easily broken old-fashioned glass slides.

During the past 60 days we have been forced to refuse (on account of lack of capacity) an average of 30,000 slide orders weekly.

Since July 15th we have made and sent out hundreds of thousands of these great screen innovations.



FOX FILM CORPORATION  
Winfield R. Sheehan, General Manager  
New York City

November 12, 1919.

INTERNATIONAL LANTERN SLIDE CORPORATION,  
New York City.

Dear Sir:  
I have just completed a trip covering many of our important branches. I made it a special point to ask our branch managers for a criticism on your celluloid slides which we have been using on all of our releases since the last of July.

Your slides are decidedly successful with all of our exhibitors, who seem to appreciate uniform, easily read, clean advertisements that always reach them in time to advertise coming productions.

Your slides also seem to have done away with one big annoying problem that our branch managers have had to handle heretofore, namely, the difficulties in delays and breakage caused by poorly packed, second class mail or express shipments of the old-fashioned glass slides.

Yours very truly,  
W. R. SHEEHAN, General Manager.

EXECUTIVE OFFICES OF MARCUS LOEW  
1490-1505 Broadway

New York, December 4, 1919.

INTERNATIONAL LANTERN SLIDE CORP., New York City.

Dear Sir:  
Regarding your lantern slides, as you perhaps now, we are using them exclusively now and have abandoned glass slides altogether.

We find that your slides are superior to glass chiefly because of the fact that they can be mailed and are unbreakable and are not destroyed by the heat of the lantern. We also find them better artistically. Undoubtedly this will be the only style of slide used for show purposes in the near future.

Yours very truly,  
N. T. GRANLUND.

### TO EXHIBITORS:

In answer to the many requests that we are receiving daily, we wish to advise exhibitors that we have not as yet made up any stock slides—such as "Goodnight", "Tomorrow's Feature", etc. We shall make a series of stock slides for exhibitors' special use shortly and announce them in the trade papers.



Manufactured by  
International Lantern Slide Corporation  
229 WEST 28TH STREET, NEW YORK CITY  
Phone: Chelsea 2576

Exclusive Western and Middle States Agent  
TOM PHILLIPS  
"The Longest in the Business"  
5728 SOUTH STATE STREET, CHICAGO  
Phone: Englewood 1630